

## FOR IMMEDIATE RELEASE

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### Eco Lexicon is Transforming STEM Into Actionable Knowledge

**September 5, 2011, Chamber of Eco Commerce (CEC), New York, NY** --- CEC today announced an exciting project entitled, "Eco Lexicon" to promote STEM education to children and youth across America.

"Eco Lexicon" is a lifelong dream of the program founder, Minna LeVine, Administrator, Chamber of Eco Commerce; "This program embraces the necessity for STEM education in America highlighting the latest in Eco Innovation, and its far reaching economic, social and environmental impact.

While the public is hearing about going green, our goal is to educate them about going **Eco**. This "**Eco movement**" is communicated through a variety of educational and niche communication methods best suited to reach each target audience. We encourage individuals and families to take action in their own homes and volunteer in school and community projects. People will learn about their own footprint, how to solve problems, how to reduce waste, how to mitigate risk, and how to make educated lifestyle choices and purchasing decisions that can positively impact our communities.

Chamber of Eco Commerce (CEC) will deliver the educational program and tools empowering educators and children and youth with actionable knowledge so that they may learn how to make a real difference where they live, play, and work.

The Eco Lexicon program advocates the benefits of philanthropy and volunteerism and works side by side with participating companies on various community involvement projects, events and initiatives. Eco Lexicon will help individuals make informed decisions that will reduce their own footprint at local level and in supply chains, and keep partners up-to-date on the latest projects and opportunities.

Eco Lexicon encourage individuals and companies to sponsor projects, make donations to school and community projects, and pursue their personal interests by serving as mentors and on advisory boards.

Participation in Eco Lexicon partnership program does not only provide strong returns to sponsors and donors, but also shares success with children and youth, educators, companies and their employees.

Participation affords partners, sponsors, and donors, a rare opportunity to support local projects and communicate in a very personal manner to a wide range of individuals, and organizations and their memberships.

Eco Lexicon

<http://www.chamberofecocommerce.com/sustainabilitycenters/ecolexicon.html>

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